



**Town of Arlington, Massachusetts**  
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## **Minutes 07/20/2011**

### **Arlington Committee on Tourism and Economic Development Committee**

**Wednesday, July 20, 2011, 7:00 p.m. to 8:30 p.m.**

Town Hall Annex, Second Floor Conference Room

### **Minutes**

Present: Angela Olszewski, Tom Davison, Roland Chaput, Howard Winkler, Robert Bowes, Kirsi Allison-Ampe, Daniel Hodge, Clarissa Rowe, Sharon Shaloo

Absent: Carol Kowalski, Diane Mahon, Mike Ginns, Joann Robinson

1. The Meeting was called to order at 7:04 p.m.

2. The Minutes of the April 2011 meeting were accepted as submitted. There were no minutes for May and June 2011.

3. The Arlington Committee on Tourism and Economic Development adopted the following rule of governance, on a motion by Kirsi Allison-Ampe that was seconded by Roland Chaput and approved unanimously:

"A quorum of the Arlington Committee on Tourism and Economic Development is achieved when five voting members of the committee are present."

### **4. Reports**

- a. Battle Road Scenic Byway Management Plan has been published online and hardcopies are being distributed. Clarissa Rowe thanked Howard Winkler and Angela Olszewski for their input in the meetings. Arlington should receive 20 copies of the plan for distribution. Angela noted that she will attend the National Scenic Byway Conference in Minnesota and report to the committee at the September meeting.
- b. Carol Kowalski reports that the owner of the building is in negotiation with someone for the vacant Hollywood Video site and that Leader Bank will open a branch in the old Video Horizons building.
- c. EDSAT is in the early stages of implementation by the Planning Dept. and Town Manager. Daniel Hodge will contact Carol Kowalski to offer his experience and assistance on the project.
- d. The Planning Dept will be hiring a part-time economic development person in the coming year. Clarissa will consult with Carol Kowalski so as to understand how A-TED will work with that person once the position is filled.
- e. Robert Bowes reported that Fresh Pond Seafood is open and thriving but that all else is relatively quiet in town.
- f. Roly Chaput reported that the July 14th Robbins Farm Concert was extremely successful with approximately 400 in attendance.

### **5. Subcommittees**

- a. Web site: Kirsi and Sharon will begin working on this when there is a budget for hosting the site.
- b. Summer Events: Angela has created hardcopy calendar of summer events that she has handed out at the Farmer's Market.
- c. Summer Concert Series: In lieu of developing a new series, Tom is working with the Library and Robbins Farm to promote events already scheduled. In January he will begin planning an A-TED event for next summer.
- d. Visitor Information: Angela is working with Don Benjamin (Planning Dept) to develop a visitor map and is developing a pop-up information booth that can be staffed on weekends in late summer/fall. DPW will create a

"Welcome to Arlington" sign for her use. The Uncle Sam Memorial site may be a good place to locate the pop-up booth. Angela will investigate, and will try to borrow a tent to get started.

e. Budget for Committee: Clarissa will draft and distribute for comment a budget for the committee.

6. Projects that A-TED should consider for coming year of activity:

a. Patriot's Day Weekend: developing a program to support the arrival of Dawes and Revere on Patriots' Day.

b. Holiday Shopping Weekends

c. Branding Arlington, with the Cambridge office for tourism as a model ([cambridgeusa.org](http://cambridgeusa.org))

d. Communication Plan

i. Audiences to be reached via web, Facebook, Twitter, etc.

ii. Hardcopy pieces to be developed

iii. Traditional media outlets (newspaper, cable TV, etc)

iv. Byway Management plan incorporation

v. Email lists and/or discussion

vi. Angela will draft a plan for Committee consideration.

7. New Business

a. Town Day Booth: A subcommittee of A-TED will meet on August 17 to plan the Town Day booth for the committee.

b. Correspondence Received: Laurence Kinney, Proposal to complete work at the Uncle Sam memorial site.

8. The meeting was adjourned 8:26 p.m.